

AMENDMENTS TO THE CLAIMS:

The following listing of the claims replaces all previous listings and versions of the claims in the application.

Listing of the Claims

1. (currently amended) A method of advertising or promoting, said method comprising[[:]]:
projecting a light pattern comprising one or more illuminated areas from a projector onto a screen, said light pattern defining a message or announcement area[[],]; and
projecting a picture from the projector onto said screen into said one or more illuminated areas;
wherein outlines of said one or more illuminated areas correspond to outlines of the screen.

Claims 2-6: (cancelled)

7. (previously presented) A method according to claim 1, wherein the illuminated areas define a logo.

8. (currently amended) A method according to claim 1, wherein the projected light pattern is provided by editing a digital image defining said areas to be illuminated in order to provide a mask, the method comprising the following image processing steps of:

darkening [[the]] a part of the image surrounding said areas,
cleaning [[the]] colors from within said areas, and
drawing up [[the]] contours of said areas in the picture with a colored non-black line.

9. (previously presented) A method according to claim 8, further comprising the step of editing captured pictures by use of said mask in order to have said pictures projected within said areas defined by said non-black line.

10. (previously presented) A method according to claim 1, wherein different pictures are shown in different illuminated areas.

Application No. 10/500,984
Amendment in Response to Office Action dated August 21, 2008
Amendment Date: February 18, 2009

11. (previously presented) A method according to claim 8, wherein the step of editing the image comprises using an alpha key.

12. (currently amended) A method according to claim 8, wherein the step of darkening comprises providing [[the]] a color type "black level 0" on the part surrounding said areas.

Claims 13-14: (cancelled)

15. (previously presented) A method according to claim 1, wherein the pictures are motion pictures showing objects selected from the group consisting of at least one of inanimate objects and living beings.

16. (cancelled)

17. (original) A method according to claim 8, wherein the image processing is provided by an image-editing program on a computer.

18. (previously presented) A method according to claim 9, wherein the editing of the captured picture is provided by a video-editing program.

Claims 19-23: (cancelled)

24. (previously presented) An advertisement or promotion arrangement, said arrangement comprising:

means for projecting a light pattern comprising one or more illuminated areas defining a message or announcement area,

a screen onto which said light pattern is projected,

means for projecting pictures into said one or more illuminated areas, and

means for editing a digital image to define said one or more illuminated areas so that outlines of the one or more illuminated areas correspond to outlines of the screen.

25. (previously presented) An arrangement according to claim 24, wherein the means for projecting comprises one or more projectors.

26. (cancelled)

27. (previously presented) An arrangement according to claim 24, wherein the screen is made of a material selected from the group consisting of at least one of plastic, wood, aluminum, steel and acrylic material.

28. (previously presented) An arrangement according to claim 24, wherein the screen is translucent.

Claims 29-30: (cancelled)

31. (previously presented) An arrangement according to claim 27, wherein the acrylic material comprises a frosted side onto which the light pattern and pictures are projected.

32. (previously presented) An arrangement according to claim 24, wherein the one or more illuminated areas define a logo.

33. (currently amended) An arrangement according to claim 24, wherein said means for editing a digital image comprise:

means for darkening [[the]] a part of the image surrounding said one or more illuminated areas,

means for cleaning [[the]] colors from within said one or more illuminated areas, and

means for drawing up [[the]] contours of said one or more illuminated areas in the picture with a colored non-black line.

34. (currently amended) An arrangement according to claim 33, further comprising means for editing captured pictures by use of [[said]] a mask in order to have said pictures projected within said non-black line.

35. (cancelled)

36. (original) An arrangement according to claim 33, wherein the digital image is edited by use of an alpha key.

37. (previously presented) An arrangement according to claim 33, wherein ~~the color type~~ on the part surrounding the areas has a color type that is "black level 0" after darkening.

Claims 38-42: (cancelled)

43. (previously presented) An arrangement according to claim 24, wherein the screen comprises one or more adjacent screens.

Claims 44-46: (cancelled)

47. (previously presented) A method according to claim 1, wherein the picture comprises a still picture.

48. (previously presented) A method according to claim 1, wherein the picture comprises motion pictures.

Claims 49-56: (cancelled)

57. (previously presented) An arrangement according to claim 24, wherein the screen is arranged in front of a projector projecting at least one of the light pattern and the pictures.

Claims 58-63: (cancelled)